

CLAIMS

What is claimed is:

1 1. A method for inserting advertising into a video program comprising: providing a
2 still image from the video program when the video program has been paused; combining an
3 advertisement image with the still image thereby forming the combined image; and providing the
4 combined image.

1 2. The method of claim 1, further comprising waiting a first configurable amount of
2 time after the video program has been paused to provide the combined image.

1 3. The method of claim 1, wherein the video program includes audio.

1 4. The method of claim 1, further comprising: performing a trick function on the
2 video program; presenting a new still image from the video program after the trick function has
3 been performed; waiting an additional configurable amount of time after the trick function has
4 been performed; and presenting the combined image after the additional configurable amount of
5 time has passed.

1 5. The method of claim 1, wherein the still image comprises an image from the
2 video program and an additional image.

1 6. The method of claim 1, wherein the video program continues to play.

1 7. The method of claim 1, comprising the additional step of ceasing to provide the
2 combined image.

1 8. The method of claim 7, wherein said ceasing is performed after a second
2 configurable amount of time.

1 9. The method of claim 7, wherein the advertisement image is an advertisement
2 video program and the advertisement video program finishes, before the said ceasing.

1 10. The method of claim 1, wherein a series of advertisement images are provided.

1 11. The method of claim 1, further comprising recording billing information after an
2 advertisement image is provided.

1 12. A system for inserting advertising into a video program that comprises: a means
2 for providing a still image from the video program when the video program has been paused; a
3 means for combining an advertisement image with the still image; and a means for providing the
4 combined image.

1 13. The system of claim 12, wherein the system waits a first configurable amount of
2 time after the video program has been paused; and then provides the combined image.

1 14. The system of claim 12, wherein the video program includes audio.

1 15. The system of claim 12, that further comprises: a means for performing a trick
2 function on the video program; a means for providing a new still image from the video program
3 after the trick function has been performed; waits an additional configurable amount of time after
4 the trick function has been performed; and a means for providing the combined image after the
5 additional configurable amount of time has passed.

1 16. The system of claim 12, wherein the still image comprises an image from the
2 video program and an additional image.

1 17. The system of claim 12, wherein the video program continues to play.

1 18. The system of claim 12, wherein the combined image ceases to be provided.

1 19. The system of claim 18, wherein the said ceasing is performed after a second
2 configurable amount of time.

1 20. The system of claim 18, wherein the advertisement image is an advertisement
2 video program and the advertisement video program finishes, before the video program is
3 stopped.

1 21. The method of claim 12, wherein a series of advertisement images are provided.

1 22. The method of claim 12, further comprising a means for recording billing
2 information after the advertisement image is provided.

1 23. A system comprising: a stream server for providing a video program; a combiner
2 for combining a still image from the video program with an advertising image to produce a
3 combined image; and a client device for providing the combined image to a viewer.

1 24. The system of claim 22, wherein the stream server comprises: the combiner;
2 VOD content; and advertisement content which provides the combiner with the advertisement
3 image.

1 25. The system of claim 22, wherein the client device comprises: the combiner and
2 advertisement content that provides the combiner with the advertisement image.

1 26. The system of claim 22, wherein the client device comprises a combiner and the
2 VOD server provides the advertisement image to the combiner.

1 27. A system comprising: video content for providing a video program; a combiner
2 for combining a still image from the video program with an advertising image to produce a
3 combined image; and a device for providing the combined image to a viewer.